



VILLAGE NEWS

Display Advertising Availabilities and Rates

4433 South Park Avenue, Chevy Chase, Maryland 20815 Phone 301-656-2797

The *Friendship Heights Village News* is produced monthly by the Friendship Heights Village Council, the elected governing body of the Village of Friendship Heights, Maryland; Martin Kuhn, Founder.

Press run is 4,500 copies, distributed directly to Village residents, businesses and professional offices, and made available at the Village Center. **The *Village News*, including your ad, also appears on the Village's website (www.erols.com/friendshiphtsvillage) for a full month.**

DISPLAY ADVERTISING

The Village Council requires visually attractive ads in good taste, using camera-ready copy prepared to professional standards. All ads are subject to approval by publisher. Advertising is not accepted for the back page, the calendar page, or the front page. Local advertising is encouraged, but priority for space is given to Village programs. A signed contract and prepayment are required for all ads. Payment is by cash, credit card, or check made out to Friendship Heights Village. **The deadline is the fifth day of the month prior to the desired issue.** All display ads must be submitted in the correct size. Sizes listed are in picas (6 picas=1 inch). Rates listed are per insertion. Multi-insertion contracts can be paid on a monthly basis at an additional charge of 5 percent.

| DISPLAY RATES | SIZE IN PICAS | 1X | 3X | 6X | 12X |
|------------------|----------------------|------|------|------|------|
| Business Card | 21.5 x 12 | \$75 | \$68 | \$60 | \$53 |
| Business Card 2 | 21.5 x 15 | 120 | 108 | 96 | 85 |
| 1 col x 1 col | 21.5 x 21.5 | 143 | 129 | 114 | 101 |
| One-quarter page | 21.5 x 30 or 45 x 15 | 165 | 149 | 132 | 117 |
| One-third page | 21.5 x 40, 45 x 20, | 183 | 165 | 148 | 132 |
| One-half page | 21.5 x 60 or 45 x 30 | 260 | 235 | 209 | 185 |
| Full page | 45 x 60 | 477 | 430 | 388 | 342 |

Above rates are for black and white ads.

****Full color advertising is now available for an additional charge of 50 percent****

CLASSIFIED ADVERTISING

Classified ads are accepted only from those who live or work in the Village of Friendship Heights and are limited to non-business items such as personal services, "garage sale" items or help-wanted ads for local businesses. The rate is 15¢ a word, phone numbers are a single word. Business classified are \$1 per word and open to business in and out of the Village.

For more information, contact Anne O'Neil or Jennie Fogarty at 301-656-2797.

Business card
21.5 x 12

One-half page
21.5 x 60

Business card 2
21.5 x 15

1 col x 1 col
21.5 x 21.5

One third page
45 x 20

One third page
21.5 x 40

One-quarter page
21. 5 x 30

One-third page
14.5 x 60

One-half page
45 x 30

One-quarter page
45 x 15